



Jim Barkley, KAUR's station manager, is happy with the station's power boost. Photo by Christy Schmidtke

KAUR gets power boost

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On Tuesday, Oct. 28, KAUR, Augustana College's radio station, was granted a substantial power boost by the Federal Communications Commission...and it has made a big difference.

KAUR station manager Jim Barkley expresses nothing but enthusiasm regarding the boost of 400 watts of broadcasting power.

"The boost has been in the works for over a year, and it finally came through," Barkley said. "The problem hasn't been with anyone on campus, though. The hold up has been with the FCC in Washington. Since we finally got approval it means we can begin using some new equipment which will really improve our broadcasting ability."

Technically, the increase in

power is from 100 to 500 watts. But more importantly, said Barkley, are the non-technical improvements the boost will bring.

Not only is the sound louder, but the station is reaching a larger listening area. Barkley said the station is coming in stronger and clearer than ever before.

The power boost "increases our broadcasting potential at least twice what it was previously," he said. "We have the potential now for literally thousands of new listeners."

Another exciting aspect of the power increase is that the station can finally put new transmitting equipment into use—equipment that was purchased nearly six months ago when approval by the FCC was expected.

Besides a new transmitter system, KAUR will be using a

new, taller antenna which will improve the station's penetration ability.

"This means our sound won't fade out behind buildings and under bridges anymore," Barkley said.

Brian Bonde, director of communications for the college and KAUR's administrative adviser, shares Barkley's enthusiasm regarding the improvements.

"I'm very excited about the whole thing," Bonde said. "The boost is a lot bigger deal than a lot of people give it credit for...simply because it will increase the station's broadcasting potential so much."

"KAUR definitely fills a niche in the community. It's the only station that offers jazz and album rock. It offers a real

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variety in music," Bonde added.

Bonde, who has been involved with KAUR since the summer of 1977 when he was a student at Augustana, noted the growth of the station in the last decade. In 1977, the station could be heard in about a 15-block radius of the campus and only broadcasted for six hours each day.

In 1981, KAUR was granted its first power increase from 10 watts to 100 watts. Now, the station is on the air 24 hours each day, reaches beyond the city limits, and boasts a full-time general manager, several in executive staff positions and a crew of about 65—all of which are Augustana students.

Barkley, who took over as station manager last June, believes KAUR is an "important arm of the college." The power boost and the scheduled move of the station to facilities in Tuve Hall will make it even more powerful.

"For our resources, we do really well," Barkley said. "The station is the best now that it's ever been and it's only going to get better. As far as power, equipment, student participation, etc. goes, we're one of the best college radio stations around."